CANADIAN Film Weekly
VOICE of the CANADIAN MOTION PICTURE INDUSTRY

Vol. 13, No. 37 TORONTO, SEPTEMBER 29, 1948 $2.00 Per Annum

# '47 Pix Admissions Under '46

## Param't Theatre Opens In St. John

The 1,500-seat Paramount Theatre in Saint John, New Brunswick, was opened on September 21st by Famous Players, bringing the number of theatres opened since the war by Canada's largest circuit and its associates to 15. Costs to date for

(Continued on Page 3)

## Oct. 12th Date Of Variety Hockey

The famous annual Blue vs. White game of the Toronto Maple Leafs, hockey champions of the world, will take place at the Maple Leaf Gardens on the evening of October 12th.

Thanks to Conny Smythe and his fellow-directors, complete

(Continued on Page 9)

## Raise Prices Boost BO Take But Upped Costs Kill Gain

Boxoffice receipts of Canadian movie houses during 1947 totalled $62,278,815, the greatest amount yet spent for film entertainment in Dominion history. In 1946 the Dominion grand gross was $59,888,972. Amusement taxes added up to $16,278,573 in 1947 compared with $15,052,994.

The number of theatres operating in Canada during 1947, according to the preliminary report of the Department of Trade and Commerce, was 1,693 compared with 1,477 in the previous year. This seems to indicate that there were 216 added to the Dominion exhibition scene in a single year.

Ottawa's theatre figures likely include permanent 16 mm. places

(Continued on Page 3)

### Savings Bond Drive Gets Industry Aid

**Fullest support possible will be provided for the forthcoming Savings Bond campaign of the Dominion government by the Canadian motion picture industry. The campaign will begin early in October.**

**Inducements for buying by industry personnel will be arranged and theatres will use their screens to further sales. One of the pieces of screen material related to the campaign will be a trailer featuring Bing Crosby. It was made during the singer's visit to British Columbia.**

**More information will follow.**

### 'The Broadway Story'

Paramount has purchased Charles Lederer's original, "The Broadway Story," as a Betty Hutton starrer.

## FPCC Dates Set For Meetings

Famous Players Canadian Corporation is preparing for its annual series of partnership and personnel meetings across Canada and the first of these will take place at Niagara Falls, Ontario, beginning October 18th and ending on the 21st.

(Continued on Page 3)

## UN Asks Greater Pic Coverage

Governments of countries represented in the United Nations Educational, Scientific and Cultural Organization (UNESCO) have been called upon to eliminate taxes and import duties on educational motion pictures in an effort to facilitate the distribu-

(Continued on Page 8)

# Juvenile Film Library Okayed For Canada

The Children's Film Library, inaugurated in the USA two years ago by the Motion Picture Association of America, will begin shortly in Canada. It has been discussed in Toronto since early summer by representatives of distributors, exhibitors and women's organizations.

A film library, consisting of one print each of 20 non-current releases, will be placed in Montreal, Winnipeg, Vancouver, Toronto and other strategically-located cities if necessary. It will be augmented by the newest films.

In each of these cities the en-

(Continued on Page 3)

### Stars Of 'Roberta'

Judy Garland, Frank Sinatra, Gene Kelly and Betty Garrett will likely be the stars of MGM's "Roberta."

# Variety Award Dinner Memorable Occasion

Secretary of State for the USA, George C. Marshall, on the eve of his departure for the Paris meeting of the United Nations Assembly, was presented with the Variety Club's International Humanitarian Award for 1947. In placing the award in his hands International Chief Barker Robert J. O'Donnell of Dallas assured him that the hopes of his fellow-citizens and neighbors went with him in his quest for lasting peace.

Among the dozens of ambassadors who shared the head table with USA political and military notables, leaders of the amuse-

(Continued on Page 10)

### VARIETY ADOPTS SARANAC VILLAGE

**Variety Clubs International, at its midwinter meeting in Washington, assumed financial responsibility for the Will Rogers Memorial Hospital at Saranac Lake, New York. Tent 28, Toronto, was represented by John J. Fitzgibbons, CBE, and he was assured that tubercular Canadians of the amusement world would be eligible for treatment in the hospital. Fitzgibbons, chief barker of the only tent in Canada, participated in the discussions and made suggestions for fund raising.**

**The proposal was made by Nathan N. Golden, chief of the motion picture division of the USA Department of Commerce. Cost of operating the hospital is approximately $175,000 yearly.**

**A committee of eight was named by Robert J. O'Donnell, international chief barker, to confer with representatives of the major motion picture distributors and other leaders in the amusement field on methods of raising money to operate the hospital.**

### Gale Storm Assigned

Gale Storm has been assigned the starring role opposite Rod Cameron in Allied Artists' "Stampede."

Return of Rin Tin Tin
Enchanted Valley
Red Stallion

CASH IN WITH EAGLE LION (Hollywood)
6 BIG COLOR ATTRACTIONS
From INTERNATIONAL FILM DISTRIBUTORS Limited

Adventures of Gallant Bess
Northwest Stampede
Mickey

Paramount presents

BING CROSBY · JOAN FONTAINE

in "The Emperor Waltz"

Color by TECHNICOLOR

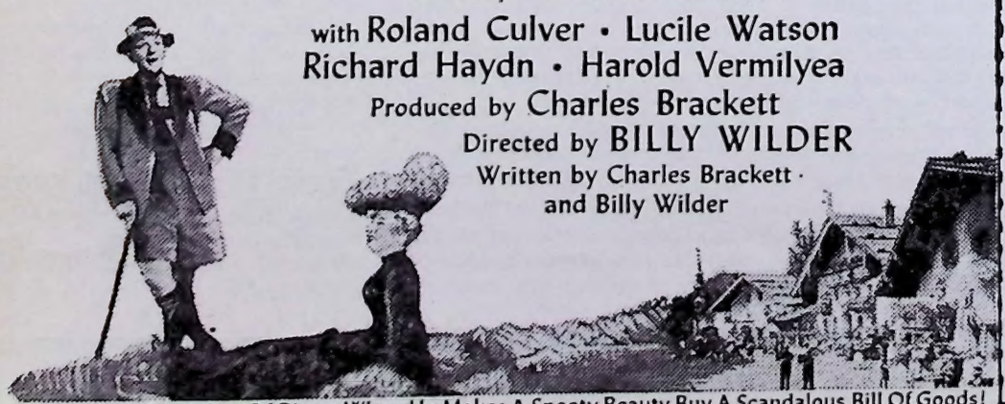
with Roland Culver • Lucile Watson
Richard Haydn • Harold Vermilyea

Produced by Charles Brackett
Directed by BILLY WILDER
Written by Charles Brackett and Billy Wilder

Come out! Come out!—wherever you are! For a *different and debonair* romantic musical that really kicks up its heels!

*5 BING SONG HITS!* magnificently staged! Try this one for size—for spectacle—for sheer surprise!

*HEAR BING SING!*
"The Kiss In Your Eyes"
"Friendly Mountains"
"I Kiss Your Hand, Madame"
"Emperor Waltz"
"The Whistler and His Dog"



You'll Get A Jolt Out Of Joan—Pitching Woo With Bing—On An Island Just For Two!

You'll Get A Bang Out Of Bing—When He Makes A Snooty Beauty Buy A Scandalous Bill Of Goods!

# Children's Library OK'd For Canada

(Continued from Page 1)

tire library will be handled by a single exchange. Facilities will be examined to determine which exchange is best equipped to house the library in each centre.

Exhibitors associations, circuits, etc., will be informed by letter of the purpose of the library and of its location.

Co-operation was received from the Toronto Board of Education for the release of a number of children from eight to 12 years old to take the "wiggle test." Films are screened for these children and their suitability for the library is determined by whether or not the children wiggle while watching. Miss Marjorie Dawson, who was here during meetings about the project, will return to instruct local women how to apply the "wiggle test." Miss Dawson, chairman of MPAA's National Children's Film Library Committee, will be accompanied by her assistant, Miss Muriel Ward.

The Motion Picture section of the Toronto Board of Trade approved of the Children's Film Library at its recent meeting at the King Edward Hotel, Toronto. This is an important organization because its membership is drawn from the leading officers of the various industry branches. Toronto is the headquarters city of the film distributors and of such leading circuits as Famous Players, Odeon Theatres, Twentieth Century Theatres and National Theatre Services, as well as several large booking associations.

Participation by exhibitors is expected on a large scale, since the project may help reduce criticism about the alleged unsuitability of certain types of films for children.

Extension of the Children's Film Library project to Canada arose out of the request for it by representatives of women's organizations in different parts of Canada. These will be present at screenings to provide opinions about the films. It is expected that news of the availability of the library will lead to many requests from many communties for films from it.

## Godfrey To Direct

Peter Godfrey will direct Warners' "Crashout."

## Red Deer Reopens

The Crescent Theatre, Red Deer, Saskatchewan, a Famous Players affiliate, was reopened recently with 600 seats. It was destroyed by fire last year and FPCC, with its partners, the Beattie brothers, rebuilt it.

# 1947 Pix Admissions Fewer Than 1946

(Continued from Page 1)

of exhibition, as distinct from the type of small-gauge operator it calls "Itinerant." For instance, the Canadian Motion Picture Distributors Association, which lists movie houses for business purposes and issues an annual theatre directory, gives 1,606 as the number of 35 mm. situations during 1947. The difference between that figure and Ottawa's 1,693 may be because the second figure includes 16 mm. auditoriums.

Also the distributors' figures include Newfoundland, which is serviced from Saint John, New Brunswick, and is considered part of that territory. There are about 15 situations there.

But the 1946-47 comparative figures of both Ottawa and the distributors show that 1947 was Canada's greatest year of theatre expansion. Ottawa says that there were 216 situations more in 1947 than there were in 1946, while the distributors' records show an increase of 213. The latter figure refers only to 35 mm. theatres.

The distributors' figures also show that since the beginning of 1948 there has been added 83 new theatres, many in converted buildings, and eight drive-ins in Ontario. These are all 35 mm., of course, and they bring the distributors' figure to 1,697. Breakdown of the 83 standard situations, by territories, is: Vancouver, 5; Calgary, 3; Winnipeg, 22; Toronto, 20; Montreal, 23; and Saint John, 10.

Paid admissions in 1947, says the Ottawa report, numbered 220,714,785 compared with 227,538,798 in 1946, a drop of almost 7,000,000. The stability of receipts during the drop in attendance was maintained through increased admission prices but it meant little to distributors and exhibitors because of the rise in costs.

The growth of Canada's motion picture industry is indicated by the fact that in 1933 situations numbered 762 and receipts were $24,954,200.

## Winter Drive-in For Eastern Vancouver

A $90,000 drive-in will be opened October 15th on the Lougheed Highway, at the eastern outskirts of Vancouver. Individual heaters will be placed in cars during the winter season.

It will be called the Lougheed Drive-in Theatre and accomodate 625 cars, Plans call for refreshment stands, rest rooms, car service facilities and individual speakers.

# Param't Theatre Opens In St. John

(Continued from Page 1)

the program, which has added 12,356 seats to Canada's capacity, is well over $3,000,000.

Under construction at present by Famous Players and its associates are 15 theatres, to cost $4,000,000, and these contain a total of 13,641 seats. The chain has also leased seven theatres erected by individuals or other companies and these have 3,653 seats. Most are located in Northern Ontario company towns.

The Saint John house, one of the most beautiful of Canada's newest theatres, is located in King's Square, across from the Capitol, which is also owned by Famous Players. It was built on the site of a military recreation centre which had been erected on the property with the permission of the circuit.

Proceeds from the opening performance at the Paramount, which has a product split with the Capitol, went to the Canadian Legion. The theatre is the city's sixth.

Harrison Howe, who was assistant manager at the Capitol, will manage the Paramount. He was succeeded at the Capitol by James Mitchell of the Imperial, Moncton, and William Gates, assistant at the Capitol, replaced the former.

## ODEON OCTOBER OPENINGS

**Some very fine theatres will be opened during October by Odeon Theatres of Canada in several Ontario communities. The J. Arthur Rank circuit recently created a sensation in the motion picture world with its opening of the great $2,250,000 building which houses the Odeon-Toronto.**

**The British-Canadian chain will open theatres in four Ontario cities next month. These are London, Fort William, Port Arthur and Toronto. In the last-named city the theatre opened will be the Highland, on Yonge, near St. Clair.**

**A second Toronto theatre, the Humber, at Jane and Bloor, will be opened during November, as will one in Brantford, while the Ottawa project will be ready in December. The eight theatres to be finished by the end of the year will leave none under construction and complete the first phase of Odeon's Canadian building program.**

**When present building operations end Odeon will have erected three theatres in Montreal, five in Toronto, and one each in Peterborough, St. Thomas, Brantford, London, Ottawa, Port Arthur, Fort William, Victoria and Vancouver.**

**Others have been opened or are under construction by partners such as National Theatre Services. Also several theatres have been renovated and one, in Sydney, rebuilt after a fire.**

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HYE BOSSIN, Managing Editor

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NFB

The New

CANADA CARRIES ON

RELEASE FOR

SEPTEMBER

IT'S FUN TO SING

WITH

THE BELL SINGERS

A NATIONAL FILM BOARD PRODUCTION

Distributed by

COLUMBIA PICTURES

Humanitarian

Observanda

## Washington Dinner

The Humanitarian Award dinner for General George Marshall was the most distinguished occasion I and many other barkers have ever attended, and not just because there were more distinguished persons present. The scenery was worthy of the actors in this greatest of one-night stands, too. If you are ever in Washington, please look at the Statler from the inside and sneak a peak at the South American room while you're at it.

**For this affair the dais held two head tables and the 85 who sat at them were hedged in by the thousands of roses which ran along its length. Opposite the head tables, along the other wall, a large battery of newsreel cameras, manned by Hugo Johnston, Bob Denton and others, occupied a platform. Between them we sat.**

Among those who took their bows when introduced by Bob O'Donnell, who was his usual graceful and affable self, were the ambassadors of Canada, Ireland, India, China, Belgium, Peru, Turkey, Ethiopia and many other lands. There were generals and admirals a-plenty. There was, for instance, General Hershey, who sends out the "Greetings" for the US Army; and General McAuliffe, whose reply of "Nuts!" to a German demand for surrender at Bastogne made history.

**Then there was Barney Baruch, the elder statesman, for whom the crowd stood in tribute; Justices Rutledge and Burton of the Supreme Court; and the Honorable Robert H. Jackson, who was the prosecutor at the Nuremberg trials.**

Lloyd Nolan, who will play in the Variety picture, "Bad Boy," was on hand and so was Audie Murphy, its star. Murphy, the most decorated soldier during the last war, sat next to General Marshall in a rented uniform, which he acquired when he found his own didn't fit him. The crowd rose in his honor when he was introduced.

The O'Donnell got a laugh when he added "my personal salute" to the applause for the Irish ambassador.

## An Historic Occasion

The most impressive speaker—outside of General Marshall—was Associate Justice Robert H. Jackson, who told the gathering that "You and I live tonight in the bloodiest century in all history." Not one person was untouched by the sense of crisis his words created, for the next day General Marshall was to leave for the Paris meeting, out of which many thought might come peace or war. He quoted Longfellow:

**Sail on, O Ship of State!**
**Sail on, O Union, strong and great!**
**Humanity with all its fears,**
**With all the hopes of future years,**
**Is hanging breathless on thy fate.**

**Our hearts, our hopes, are all with thee,**
**Our hearts, our hopes, our prayers, our tears,**
**Our faith triumphant o'er our fears,**
**Are all with thee, — are all with thee!**

These noble words, addressed to the guest just prior to his departure for the fateful meeting of the United Nations Assembly, transferred to the listener the urgent need of an immediate accord among the disputing nations, as felt by the speaker and the guest of honor.

## America's Statesman

General Marshall, in whom reposed the hopes so eloquently expressed by Mr. Justice Jackson, apologized for the delay in his receiving the award and praised Variety.

**A plain speaker with no air of formality about him, the guests from every country and every walk of life hung on to his every word as he discussed the international situation in which he is so prominent a figure. He said what he repeated the next day to newsmen at the airfield, that this is the time of "an unusually critical world situation."**

He then told the press that his subsequent remarks would be off the record and continued his observations about the extremely dangerous state of the world at this moment. It was like having a front seat as History is made. And the most intent listeners were the diplomats.

**Not all of General Marshall's speech was grim, for he told some interesting anecdotes about other military men present. The main fun was provided by Red Skelton doing a television and a prizefight skit. "It's a pleasure to come to Washington from Hollywood without a subpoena," he cracked. Ed Peabody, the banjoist, and Gene Archer, a singer, also entertained. Skelton, incidentally, brought his writer, Edna Borzage, his former wife, on for a bow.**

Sharing a table with me were Bob Gillham of SRO and Barrett McCormack of RKO. The room was full of trade celebrities, among them Bill Heineman, Si Fabian, Spyros Skouras and many others.

Fitz was photog'd by the newsreelers in company with Hume Wrong, Canada's envoy, and you'll probably see the shot in the newsreels.

## Around and About

**The staff at** the Odeon-Toronto is rightly proud of Mrs. Jean Berryman, one of its members. Jean found a valuable wrist watch in the theatre and returned it to Mrs. J. Hutchinson. Back came a letter of thanks to Jean—and a gift of $25. Mrs. Hutchinson, from the USA, praised the courtesy of the staff in her letter . . . **Oscar Hanson** spent his vacation in England, where he made so many friends during his previous visit . . . **Mrs. Harvey Hunt** has been ill for several weeks and is in the Wellesley Hospital . . . **Lloyd Coles** has left Ed Provan and was given a party by Ed and the boys. He'll open a tailor shop on Victoria, between Clayman's and the Busy Bee eatery. The cafe will have a $50,000 renovation job. The Liquor Control Board will put a branch nearby too.

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**It's said that** Tom Miller, now out West, will be Doug Peacock's successor as NFB theatrical distribution chief . . . **Some of the shooting** for "Mrs. Mike," starring Dick Powell and directed by Andre de Toth, will be done at Yellowknife, NWT . . . **Farley Granger** will star in "Earth and High Heaven" for Goldwyn. A production crew will go to Montreal soon . . . **Next Variety meeting** is on September 28th . . . **Tom Pacey** of the Odeon, Winnipeg, here for the Odeon-Toronto debut, was in. Was last here 25 years ago, when he passed through as a lad just come from the Old Country. He recalled reading this many years ago: "Some day the genius will be born who can build a theatre with all the seats 'half way down in the middle'."

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**A story is being told** about a city kid who had his first look at the country through the courtesy of a fresh air fund. He wandered off into the woods and a while later staggered back into camp, his skin scratched and his clothing torn.

"Good heavens," gasped the man in charge. "What happened to you?"

"I was chased by a big black poisonous snake!" the youngster said.

"That was a harmless blacksnake," the man explained, somewhat relieved. "They aren't poisonous." And he grinned.

"Listen wise guy," answered the city kid, "when a snake makes you jump over a 50-foot cliff — it doesn't have to be poisonous!"

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**An American visitor** didn't find our shut-up Sunday to his satisfaction. He wanted a bottle of liquor and told a bellboy his problem. The bellboy winked at him and came back in ten minutes with a bottle.

"Ten dollars, sir," he said.

"Whew," whistled the visitor. "Liquor must be mighty scarce around here," he added.

"No, sir," was the honest answer, "but suckers are . . ."

THE PICK OF THE PICTURES

Canadian Film Weekly
VOICE of the CANADIAN MOTION PICTURE INDUSTRY

REVIEWS INFORMATION RATINGS

Vol. 13, No. 37 REVIEWS FROM FILM DAILY, NEW YORK $2.00 Per Annum

# The King's Jester

with Michel Simon

Alliance Films 95 Mins.

FINE FOREIGN NUMBER; WILL MEASURE UP VERY WELL IN RIGHT SPOT; CANDID STUFF, TOO.

Translating Guiseppe Verdi's opera, "Rigoletto" to the film medium, the Italian producers of this offering concentrated on the powerful story that is the base of the familiar libretto. The result that emerges is an engrossing tragedy handsomely performed and detailed with typical European frankness when attention requires focus on intrigue and base passion.

There is background music from the opera. Ferruccio Tagliavini and Totti Del Monte are heard off-screen rendering the famous arias. Backgrounds, exteriors and interior settings are tastefully chosen sites and lend much charm and credence to the plot.

**The book of the opera concentrates on the vagaries of fate in relation to Rigoletto, court jester to King Francis of Valois. Procurer, conniver, always brewing intrigue in the court, Rigoletto, exceptionally well played by the French actor, Michel Simon, provides his sovereign with amorous partners, cuckolds, courtiers, causes innocent young girls to be debauched. He does this quite coldly, cynically.**

Rigoletto's daughter, Gilda, is kept in seclusion but a courtier learns where she lives. Previously she became enamoured of the King when he disguised himself as a student. During a mask ball she is kidnapped and brought to the palace falling into the hands of the King, who promptly seduces her. Rigoletto, informed, is unable to interfere.

The jester plots the King's assassination. After arranging an assignation with a gypsy girl and the King, Rigoletto is delivered up a body. He learns it is his daughter who tried to save her lover but was done in by the assassin.

Boldness and candor etch many of the scenes. The women in the case are strikingly beautiful and in other instances are torrid numbers.

CAST: Michel Simon, Rossano Brazzi, Maria Mercader, Paolo Barbara, Doris Duranti, Elli Parvo, Carlo Ninchi, Juan De Lando.

CREDITS: Produced by Scalera Rome; Director, Mario Bonnard; Based on opera by Verdi; Musical Adaption, Julio Bonnard; Vocals by Ferrucio Tagliavini, Totti Del Monte; Photography, Ubaldo Arata.

DIRECTION, Very Good.
PHOTOGRAPHY, Fine.

# The Babe Ruth Story

with William Bendix, Claire Trevor, Charles Bickford, Sam Levene, William Frawley, Gertrude Niesen, Matt Briggs.

Monogram 106½ Minutes

WHAT THE KING OF SWAT DID FOR THE YANKEES THIS ONE WILL DO FOR MONOGRAM AND THE EXHIBS. WHO PLAY IT—GREAT PERFORMANCES, MAGNIFICENT DIRECTION AND HEART-TUGGING STORY MAKE IT A WINNER IN THE BOXOFFICE LEAGUE.

This heart-tugging, warm, human picturization of the career of George Herman Ruth, "Mr. Baseball" and "The Sultan of Swat," is the greatest baseball pic ever produced. It is also one of the highlights in Producer-Director Roy Rel Ruth's long screen career, and in addition to faithfully depicting the Babe's prowess as a record-maker as a pitcher and home-run king, it carries an emotional wallop that should be an important factor in the boxoffice score.

**The performances throughout are excellent, with William Bendix enacting the open-handed, big-hearted, boyish hero of numerous league and World Series games. Claire Trevor, as the Babe's wife, and Charles Bickford as Father Matthias register in costarring roles, while Fred Lightner is outstanding as Miller Huggins, diminutive manager of the New York Yankees. Sam Levene does his usual good work as the baseball-writing expert, who has seen the Babe in action in all of his big league games.**

The film starts off the Babe's career in 1906, when he was a potential juvenile delinquent working against his will in his father's Baltimore waterfront saloon. The youngster is befriended by Father Matthias and taken to St. Mary's Industrial School for Boys.

Father Matthias gets the boy a job as a pitcher with the Baltimore Orioles, owned and managed by Jack Dunn (William Fawley). The Babe is a sensation with the Orioles and is sold to the Boston Red Sox.

Although he establishes a record by pitching 27 scoreless innings in World Series competition, his slugging is so outstanding that Manager Bill Carrigan (Pat Flaherty) converts him into an outfielder.

Determined to give the New York Yankees a championship club, Owner Col. Ruppert (Matt Briggs) buys the Babe. In one of the first games with the Yankees, playing against the White Sox in Chicago, the Babe accidentally hits a dog in batting practice.

The Bambino hurries to a hospital with the dog and its tearful young owner. The animal is saved, but the Babe is fined $5,000 for missing the game.

**The Babe's troubles with Manager Huggins are patched up and he returns to the lineup. One of the highlights of his career that made him the idol of all baseball fans and especially the youngsters, was the year he hit 60 home-runs to establish a world's record.**

The Babe's diamond career as a player ends in 1934 as a member of the Boston Braves at the age of 41. The picture closes with Ruth gravely ill with a neck infection, agreeing to submit to the use of a serum, which had never been tested on a human.

CAST: William Bendix, Claire Trevor, Charles Bickford, Sam Levene, William Frawley, Gertrude Niesen, Fred Lightner, Stanley Clements, Bobby Ellis, Lloyd Gough, Matt Briggs, Paul Cavanagh, Pat Flaherty, Tony Taylor, Richard Lane, Warren Douglas, Mark Koenig, Harry Wismer, Mel Allen, H. V. Kaltenborn, Knox Manning, Bucky Harris, Bob Muesel, Ziggy Sears, The King's Men, Mitchell Boychoir.

CREDITS: Producer-Director, Roy Del Ruth; Associate Producer, Joe Kaufman; Assistant to Producer, D. Ross Lederman; From the book, "The Babe Ruth Story" by Bob Considine; Screenplay, Considine and George Callahan; Photography, Philip Tannura and James Van Trees, A.S.C.; Musical Director, Edward Ward; Editor, Richard Heermance; Art Director, F. Paul Sylos; Director of Second Unit, D. Ross Lederman.

DIRECTION: Excellent. PHOTOGRAPHY, Praiseworthy.

# The Time Of Your Life

with James Cagney, William Bendix, Wayne Morris, Jeanne Cagney

UA 109 Mins.

SAROYAN'S PARADE OF HUMANITY EFFECTIVELY PLAYED IS GOOD SHOW, AND IF SHREWDLY SOLD, SHOULD DO WELL AT THE BOXOFFICE.

While this film is a general good thing, it is also a broad departure from the routine form of entertainment in certain respects and there is the possibility that the audience may be confused.

**With just about all the action taking place on one set the William Saroyan play concerns morning, noon and night in "Nick's Pacific Street Saloon," where James Cagney holds forth, imbibes bottle after bottle of champagne; Wayne Morris meets Jeanne Cagney who is no better that she should be; William Bendix is the proprietor and the zaniest collection of humans you ever saw assemble, take the stage at frequent moments, do their bit, have their say and then depart the premises.**

On display in the Pacific St., San Francisco, saloon are frustration, ambition, meanness, kindness, habit, delight, innocence and a fair range of the emotional life of homo sapiens. Here is Cagney, an omnipotent horseplayer; Wayne Morris, a young man who finds love; Jeanne Cagney, a "B" girl from a joint down the street who is hounded by a police informer; Broderick Crawford, a cop finding it hard to reconcile himself to his duties; Ward Bond, a longshoreman with the soul of a poet; James Barton, "Kit Carson"; Paul Draper, "Harry" a dancer; Reginald Beane, a hot jazz pianist with genius; Pedro de Cordoba, "Arab," . . . "There's no foundation . . . all the way down the line."

Then, too, there are drunks, femmes of easy virtue, slumming parties, The Salvation Army and blind dates.

Finally Cagney gets Morris a job and married to Jeanne. They go off to live in San Diego. Just before the sendoff however, Cagney has a set-to with Tom Powers, the police stoolie whose forte is making trouble.

CAST: James Cagney, William Bendix, Wayne Morris, Jeanne Cagney, Broderick Crawford, Ward Bond, James Barton.

CREDITS: Producer, William Cagney; Director, H. C. Potter; From the play by William Saroyan; Adapted by Nathaniel Curtis.

DIRECTION, Excellent.
PHOTOGRAPHY, Fine.

## Three-Picture Deal Signed By Hughes

Howard Hughes recently signed an important production deal with Polan Banks Productions, Incorporated, his first since taking over control of RKO. The agreement provides that Polan Banks, novelist and screenwriter, will produce three films in the next two years at RKO from his own works. All three will star Ann Sheridan.

## Samuel Goldwyn Jr. Signs To Direct

Samuel Goldwyn Jr., 22-year-old son of the famous independent producer, has signed a contract to direct Martin Mooney's "Boss of San Quentin," which Film Classics will release. While the film will be Goldwyn's directorial debut he has had previous experience in film production as an associate producer in England with Sidney Box.

*Leo McCarey*, Producer of "The F

St. Mary's" Brings Another Great Pic

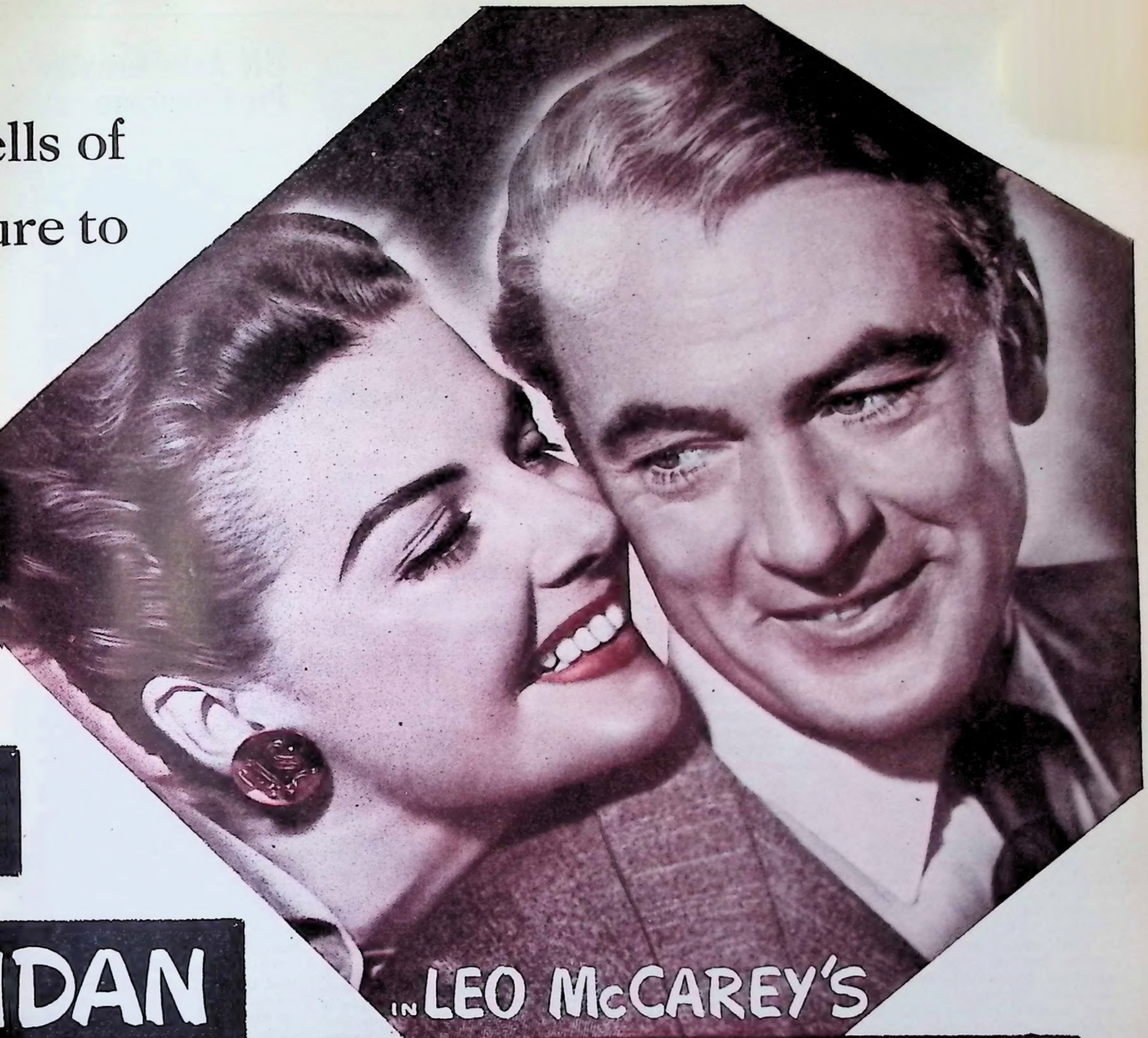
# RADIO CITY MUSIC HALL!

RAINBOW PRODUCTIONS, INC. presents

GARY COOPER

ANN SHER

with RAY COLLINS · EDMUND LO



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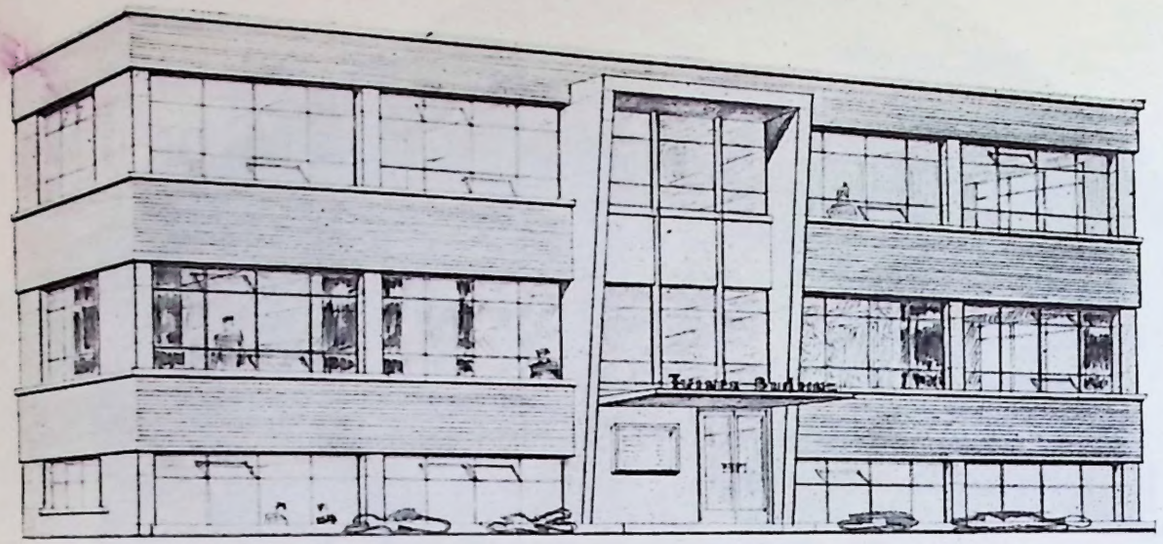
IDAN

IN LEO McCAREY'S

# GOOD SAM

JIOAN LORRING · CLINTON SUNDBERG · PRODUCED AND DIRECTED BY LEO McCAREY · Screenplay by KEN ENGLUND

RELEASED BY
RKO
RADIO
PICTURES



*Sketch of Twentieth Century Theatres' Future Home*

**To be located on the south side of Bloor Street, just east of Church, this building will house Twinex Century Theatres and its associated organizations, among them Twentieth Century Theatres, Inter Theatre Services and Exhibitors Booking Association. It will also hold the head offices of International Film Distributors. It is hoped that it will be ready in May of next year.**

**This sketch shows only the front of the building, which will occupy a large area. The company's present offices are at 21 Dundas Square, Toronto.**

## Odeon-Danforth Ties In With Army Week

An effective tie-up with Canadian Army Week was arranged by Jim Hardiman, manager of the Odeon-Danforth in Toronto, recently, which resulted in tremendously increased grosses. Co-operation of the Canadian Army was secured to attract attention to the run of "Against the Wind," while spotlighting the army recruiting campaign.

The open lobby front of the Danforth was camouflaged with sandbags and an art front designed to represent a battle sector. A six-pounder anti-tank rifle was on display beside the boxoffice and suspended from the roof was a paratrooper in full kit hanging from an open parachute. Inside the lobby was a complete display of the equipment issued to a recruit in the army, as well as field equipment.

Campaign followed a week of indoor ballyhoo for the picture previous to and after the trailer of the film in which the theatre was blacked out, sirens screamed and planes roared overhead dropping bombs that shrieked down and exploded with loud concussions and brilliant flashes of light.

## Autry Signs Pact With Columbia

Gene Autry Productions and Columbia Pictures have signed a new contract calling for six high-budget outdoor films each year for the next seven years. All will naturally star Gene Autry and all will be shot in a new process called Monochrome.

## 'Highlights Of UN' New Astral Release

"Highlights of United Nations," a film produced by the Department of Information of the United Nations Organization, is being distributed by Astral Films in Canada. A documentary on the work of the Organization, it deals with such matters as the General Assembly in regard to Palestine; a resolution on warmongering; a conference on freedom of information; the Indonesia story; Gandhi's death; the Polish-Austrian relief agreement; and other matters on the agenda.

In issuing the film the aim was to make known to the world what the UNO is doing and is a bid for the support of the people for its aims, for as the film says "We can work it out together, or fight it out alone."

Three of the top circuits in Canada have already booked the film.

## Three Directors Set For Paramount Pix

Three directorial assignments for pictures scheduled to go before the cameras before the end of this year have been made by Paramount.

Alexander Hall has been signed to direct the Bob Hope comedy "Easy Does It," in which Rhonda Fleming will have the feminine stellar role.

"The Broadway Story," Betty Hutton's next starring picture, will be directed by John Farrow.

William Dieterle has been signed to direct "Bitter Victory," which Hal Wallis will produce for Paramount.

## Argue Tax 'Unfair' Before City Council

Dave Rothstein, owner of the Roxy and York Theatres in Yorkton, Saskatchewan, and Alderman W. J. Johnston, manager of both theatres, argued before City Council that the imposition of an amusement tax on admissions to theatres was "unfair" and discriminatory. They contended that the Federal Government had stepped out of the field for that reason and because it had been strictly an emergency war measure and that the city should not try to reapply the tax.

They also stated that Yorkton theatre's admission prices were the lowest of any city in Saskatchewan and they were pledged to hold those prices at that level, but if the city imposed an amusement tax it would automatically release the theatres from that pledge to the Federal Government and they could raise prices.

Council tabled the matter until the return of the alderman who had originally proposed the tax to make up the budget deficit caused by higher costs.

## Argosy To Produce Film In Africa

Argosy Productions, the John Ford-Merian Cooper company, will produce Cyril Hume's "The Great Adventure" in British East Africa next Spring. The venture will be finance with frozen sterling credits.

Film is first of a series of overseas adventure projects that will not be directed by Ford, outside directors being engaged for each one.

# UN Asks Greater Pic Coverage

(Continued from Page 1)

tion of such films in nations requiring them. The request was in one of several recommendations made by the film sub-commission of UNESCO at its recent meeting in Paris.

Ross McLean, Canada's government film commissioner, attended the conference as a member.

Besides recommending the elimination of taxes and import duties on educational films, UNESCO countries were also urged to establish information and news services on film production, distribution and use and to maintain a film reference library as a sort of "show window." UNESCO itself was asked to arrange for funds for local language versions of educational motion pictures and scholarships for technicians.

The survey found a scarcity of good entertainment films for children. The film sub-commission issued an appeal to countries where feature-length motion pictures were made to produce at least one feature-length children's entertainment film in 1949 for international circulation, the production to be based on an internationally-known children's story.

It was also urged that action be taken to facilitate the movement of newsreel units, provide the unit personnel with international professional cards, protect them against arbitrary expulsion and promote the widest possible access to news sources both private and official without discrimination between national and accredited foreign newsreel cameramen.

The sub-commission believed that UNESCO should promote, in countries with a high proportion of illiteracy, the use of mobile units fitted with 16 mm. projection equipment as well as, where possible, record players, recording instruments, radio receiving sets, microphones and amplifiers.

The sub-commission felt that entertainment films had a cultural mission especially in bringing about mutual understanding between peoples of the world. This presented problems, including the fact that a number of Latin American countries wanted to widen the variety of films and requested more European-produced motion pictures. However, the distribution of European films in those areas was not organized and the variety was small. The sub-commission is seeking the co-operation of European distribution firms in this matter.

# Oct. 12th Date Of Variety Hockey

(Continued from Page 1)

proceeds of the game will go toward the building fund for Variety Village, the home and school project of Tent 28, Toronto, Variety International.

Each member of Variety has been sent a stamped and addressed postcard asking how many tickets he can use himself and how many he can sell to friends. These cards should be returned immediately for good seats, since the public sale won't go on until the morning of October 4th.

Members, if they wish, can make a contribution and get an income tax reduction. For the amount contributed Variety will throw tickets into the pool for underprivileged children. Cheques for this may be sent to Morris Stein, chairman of the Heart Committee, 1200 Royal Bank Building, and they should be made payable to the Variety Club Heart Fund.

All pledges, purchases and contributions will be regarded as personal and private.

The ticket-selling committee is comprised of L. I. Bearg, R. W. Bolstad, Henry Bolton, Ed DeRochere, Wm. Summerville Jr. and Sam Wacker.

## Cardinal Releasing Cerdan-Zale Bout

Cardinal Films Limited is releasing in Canada the film of the Marcel Cerdan-Tony Zale middleweight championship fight which took place last week.

Also the Graziano-Zale fight, in which Zale won the crown and which is regarded as a classic of the ring, will be released, it was announced by H. J. Allen, head of Cardinal.

## Silverstone, Meyers At Fox Conference

Arthur Silverstone, Canadian division manager for 20th Century-Fox, and Peter Meyers, Toronto branch manager for the company, were the only Canadians at the recent Fox sales conference in Los Angeles. Other Dominion branch managers did not attend as they were at the conference at Toronto in July.

Both men were heartily congratulated for winning two consecutive bonus drives and the setting of a new divisional record by exceeding their quota for 23 consecutive weeks.

Myers, who at the age of 32 was the youngest branch manager at the conference, combined the trip to Los Angeles with his honeymoon.

# ECHOES and REFLECTIONS

## Our Dollars and U.S. Films

(From the Saint John, NB, Telegraph Journal)

Between $10,000,000 and $15,000,000 goes from Canada across the border into the United States each year to pay for the Hollywood movies shown in Canadian theatres. Last November, when the Dominion clamped restrictions on our national spending in the U.S. so as to conserve our dwindling supplies of American dollar exchange, no action was taken to decrease film imports from the U.S.—a fact which naturally irritated some Canadian industries whose plans for expansion had to be curbed because of currency restrictions.

However, there were reasons behind Canada's apparent generosity to Hollywood. Among them, probably, were the fact that the theatre business is a sizable employer of workers and the fact that Canadian moviegoers, which includes nearly everybody, would raise a loud commotion if they had to get along without a chance to see their favorite stars regularly. But the main reason was that an understanding was reached with the motion picture industry that it should help to offset the drain of dollars from Canada.

That was how the "Canadian Co-operative Project" was born. It is operating in two ways. First, more U.S. feature pictures are being made on Canadian locations, and this leaves American dollars—a good many of them—in the Dominion. As an example, it is reported that more than $750,000 was spent in shooting Canadian sequences at Jasper Park, Alta., for a Bing Crosby production. Work is also under way by Canada-based Hollywood units on pictures dealing with the Royal Canadian Mounted Police and the Canadian Pacific Railway.

Secondly, the U.S. movie-makers are helping to boost Canada's tourist trade by showing more short films about this country in the 19,000 U.S. theatres. One of them portrays the fascination of Banff, which is called "Nine Switzerlands in One." Another, in full color, has the Calgary Stampede as its theme. New shorts on Ontario and Quebec have been made in the Fitzpatrick travelog program. A series on important North American cities will include one or more Canadian cities. A short subject entitled "Neighbor to the North," which it is estimated will be seen by 25,000,000 American moviegoers, explains Canada's dollar shortage and urges Americans to vacation in this country to help correct it. Also, the number of Canadian subjects included in U.S.-distributed newsreels has been doubled.

It is all an interesting experiment, and its results will be watched with interest. The U.S. film industry's resourcefulness has saved its Canadian market, and yet the bargain may be even more to Canada's advantage than Hollywood in the long run.

## Film Hockey Team Seeks New Sponsor

A sponsor is being sought by a hockey team which competed last year in the Toronto city loop. Several members of the team and the coach are employed in the film industry.

Total outlay by the sponsor will run approximately $150 and he will have his name or that of his firm adopted as the official title of the team.

Anyone interested can obtain further details from the office of this publication.

## Directors Assigned for Three MGM Pix

Three directors have been named for as many productions at the MGM studios.

George Sidney will hold the reins on "Vespers in Vienna," the Book-of-the-Month Club novel by Bruce Marshall for which Walter Pidgeon is being considered. Vincent Minnelli has been assigned to the Gustave Faubert classic, "Madame Bovary," starring Lana Turner. "Three Little Words" will be directed by Norman Taurog.

# FPCC Dates Set For Meetings

(Continued from Page 1)

External and internal conditions affecting the industry have made the planned sessions the most important in the company's recent history. Theatre attendance in Canada dropped by almost 7,000,000 in 1947 and the decrease continues in 1948. Also competition for Famous Players has increased on all sides.

The Niagara Falls meeting at the Brock Hotel, will be that of the company's eastern division, which is headed by Morris Stein. The first day, the 18th, will be devoted to a meeting of partners and it is expected that Barney Balaban, president of Famous Players' parent company, will be present. The other sessions will be on subjects affecting the company's operation and personnel.

On November 7-8 meetings will be held in Winnipeg and these will be attended by executive and managerial personnel from that city, Port Arthur, Fort William, Regina, Moose Jaw and Saskatchewan generally. L. W. Bearg, western division manager, will be joined for this and other western sessions by John J. Fitzgibbons, president; R. W. Bolstad, vice-president; Ben Geldsaler, head booker and buyer; and James R. Nairn, chief of advertising and publicity.

The next meeting after Winnipeg will be in Edmonton, for that city and Calgary, and the concluding one, for British Columbia, will take place in Vancouver on November 16-17.

## 'The Rainmaker'

Jean Yarborough has been signed to direct Monogram's "The Rainmaker."

## Famous Players Buys Grand, Regina

The 947-seat Grand Theatre in Regina has been bought for a reported sum of $90,000 by Famous Players Canadian Corporation. Purchase was made from Christine Graham and her sister, Mrs. E. Wiseman, executors of the Graham estate.

The building was first used as a theatre over 35 years ago and was leased in 1924 by the late Major Joseph Graham, who bought it outright two years later. It has been in the Graham family ever since. A booking agreement was first entered into with Famous Players in 1929, at the time of the introduction of the talkies.

J. D. Watson, owner-manager of the Rex in Regina, which he operates in association with Famous Players, will also operate the Grand.

# Fox Sales Drive Honors Skouras

President Spyros P. Skouras is celebrating the start of his 35th year in show business and, appropriately, 20th Century - Fox sales force is dedicating a special, concentrated sales campaign in his honor, Andy W. Smith, Jr., general sales manager, announced in Los Angeles recently.

Starting September 26, and ending December 25, the 13-week period will be known as "The Spyros P. Skouras 35th Anniversary Celebration."

An all-inclusive "celebration organization" has been set up within the company, Smith stated, which will include every person in each of the company's 37 branches in the United States and Canada. The objectives of "The Spyros P. Skouras Anniversary Celebration," outlined by Smith, included the achieving of the greatest "Pencil-in" result in company history and a record liquidation of backlog product, as well as the attainment of a new mark for volume of feature bookings in a 13-week period.

Highlight of the celebration will be a series of special weeks, climaxed by 20th Century-Fox Anniversary Week, November 21-27, when it is planned to have the company trademark on the screen of every USA theatre.

For the first time in the sales campaign, the company's five sales divisions will have home office sponsors. The Canadian Division will be sponsored by Otto Koegel, chief counsel for the company.

# Variety Award Dinner Memorable Occasion

(Continued from Page 1)

ment world and others was the Canadian representative to the United States, the Honorable Hume Wrong. Guests from Canada included John J. Fitzgibbons, CBE, chief barker, and Hye Bossin, editor of the Canadian Film Weekly.

Scene of the presentation, made before 600 guests, was the South American Room of the Hotel Statler, Washington, where General Marshall received the honor for "his measureless service rendered in behalf of world peace." The award is comprised of a silver placque, illuminated scroll and an honorarium of $1,000.

In accepting the award, General Marshall said that such generous impulses as prompted the organization of the Variety Clubs had impressed him as characteristic of the United States' attitude in dealings with other nations. He then gave a short off-the-record talk.

O'Donnell, who was toastmaster, also read a letter from President Truman to Carter T. Barron, dinner chairman, expressing regret that absence from Washington prevented his attending.

"It is a personal satisfaction to me that the Honorable George C. Marshall, Secretary of State, will receive on this happy occasion the tribute of your annual award," Mr. Truman wrote. "I can think of no one more richly deserving of this recognition.

"With all of you, I join in warm congratulations to General Marshall. To Variety, I extend hearty greetings. I know that it will never weary of the well-doing that has earned it such an abundance of gratitude and good wishes."

Justice Jackson of the Supreme Court, one of the dinner speakers, declared civilization's only present chance of survival was "to extend the rule of law to the world."

He explained he meant such recognition of the essentiality of law as prevailed in the United States, despite the inevitability of crime.

International respect for lawful processes must be obtained, but obliteration of violence cannot be expected, he commented.

"If this effort fails," Justice Jackson said, "then there is nothing left but naked force and violence to determine the fates of peoples."

Other speakers included Albert Rowswell of Pittsburg, chairman of the award committee, and B. M. McKelway, editor of The Washington Star, a committee member.

Guests at the dinner included Justices Rutledge and Burton of the Supreme Court, a number of foreign diplomatic representatives, officials of the armed services and executives of the entertainment industry.

Rabbi Norman Gerstenfeld of the Washington Hebrew Congregation, chaplain of the Washington Variety Club, Tent No. 11 of the international organization, delivered the invocation.

The program included a toast to the President and an entertainment interlude in which "Red" Skelton, film and radio comedian, Eddie Peabody, banjoist, and Gene Archer, baritone, were among the participants.

General Marshall was the ninth recipient of the humanitarian award and the third Secretary of State to be honored. The previous choices were James F. Byrnes and Cordell Hull, both of whom headed the State Department; Evangeline Booth, Salvation Army leader; Sir Alexander Fleming, penicillin discoverer; Sister Elizabeth Kenny, developer of an infantile paralysis treatment; George Washington Carver, Negro scientist; Father Flanagan, founder of Boys' Town, Nebraska, and Miss Martha Berry, Georgia educator.

## *Crowning a Teen Age Queen*

**For "A Date With Judy," MGM's Technicolor funfest, Dewey Bloom tied Northway's in with the Canadian National Exhibition's Teen Town and ran a Teen Queen contest. Left to right: Carol Starkman, second prize; Dewey Bloom; Mary Cranston, first prize; Jack Clarke of Loew's, Toronto, where the film is playing; and Sylvia Marilyn Quinn, third prize.**

## Dorothy Lamour Cast

Dorothy Lamour has been signed by Pine and Thomas to star with Dan Duryea in "Woman Trap."

# Canadian Shorts Tops At Festival

"Canadian films were the highlight of the (Edinburgh) Festival," said Basil Wright, eminent British motion picture producer, speaking on the CBC Dominion network recently in a special broadcast from Edinburgh. "There were 20 of them all told," he said, "and so well made, so varied in approach, in style, in technique, that the program committee decided Canada was one country which must have a complete program all to itself."

Wright reported the Canadian screen program was repeated four times, some of the films shown separately in various programs. He mentioned in particular the National Film Board production, "The Connors Case," based on an actual murder investigation by the Royal Canadian Mounted Police, and two of Norman McLaren's animations in color. The first two Canadian showings were introduced by Ross McLean, Canadian film commissioner.

"The film which made the biggest impact was undoubtedly 'Horizon du Quebec'," Wright told his listeners. He believed the production, which deals with the province of Quebec is a general way, was most important on the international level. He said, "It reveals something which is seldom if ever appreciated by people outside Canada — the influence of the French tradition and the contribution it has made and is making to the development of the nation."

Wright termed the Canadian contribution to the Festival "an enormous stride forward." Declaring that documentary filmmaking in Canada had come of age, the British producer said Canadian films represented an international contribution "all the more powerful because it is firmly based on national characteristics and aspirations." He referred to the documentary method as concerned "not with imposing ideas upon people but with sharing them and with providing people with the opportunity to share them."

## USA, France Agree On New Film Deal

A new agreement has been signed in Paris by representatives of the French and American Governments limiting the number of American films shown in France to 121 a year, a cut of some 25 per cent.

American producers generally accepted the pact as fair inasmuch as formerly blocked profits could be returned to the USA over a four year period. New earnings will not be frozen.

## 'The Emperor Waltz' Para Color Hit

FILMED in lavish Technicolor, Paramount's Bing Crosby-Joan Fontaine starrer, "The Emperor Waltz," has all the earmarks of a boxoffice champion. First runs have been beyond expectations, with holdovers the rule.

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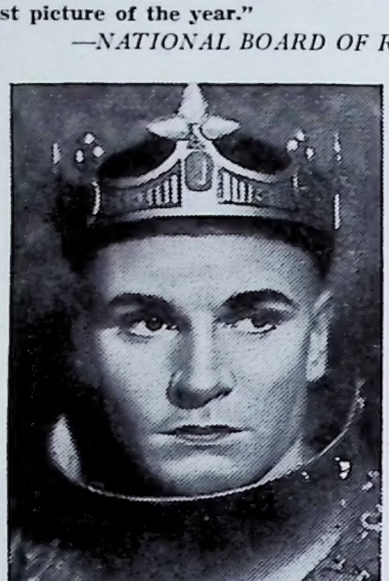

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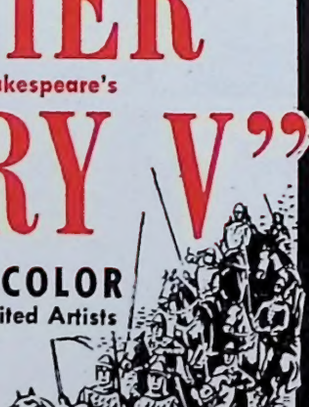

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